

Consumer Behaviour of Shrimp Rota Crackers: A Case Study in Singkep Island

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Abstract. Shrimp Rota Crackers are one of the processed fishery products that produced by the people of Lingga Regency, especially those in Singkep Island. These crackers are often used as threats or souvenirs. However, there is not enough information on consumer behavior in consuming shrimp rota crackers. In fact, this information is needed by business people to develop marketing strategies. The purpose of this study was to determine consumer behavior in consuming shrimp rota crackers. The research was conducted from June – September 2023 on Singkep Island, Lingga Regency. The sample was conducted using accidental sampling using a semi-open questionnaire. The result of the study showed that consumer buys shrimp rota crackers for their own consumption, by making planned purchases but have no specific time to make purchases. Consumer obtained information about shrimp rota crackers by word of mouth from their friends and bazaar, and they are willing to recommend shrimp rota crackers to others.

1 Introduction

Lingga Regency is one of the shrimp-producing areas in Riau Island Province. The shrimp are generally sold fresh by the local community, and also processed into crackers and ready-to-eat crackers. Processing shrimp into crackers and ready-to-eat crackers is done to preserve shrimp from spoilage so that they can be stored for a long period [1]. Making shrimp rota crackers is also done to increase the selling value of the shrimp itself [2].

One of the ready-to-eat crackers products in Lingga Regency is known as shrimp rota crackers. Shrimp rota crackers are one of the process fishery products produced by the local community in Lingga Regency, especially those in Singkep Island. It is often used as a daily snack, a treat when guests are present, or on holidays. It is also used as a souvenir for those who come to Singkep Island. Shrimp rota crackers are commonly used as souvenirs because they are an original product made by the people of Singkep Island and characterize the island. Food and drinks as souvenirs are usually products offered to tourists, or for those who just visited their family and relatives in some area [3]. Souvenirs, especially food and beverages, are also an important aspect of promoting tourism [4]. This means that the more recognized a food product from one place, the more exposure it will have.

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However, to characterize a place with the product, businesses must pay attention to what consumers want from the product. They have to know the performance of each attribute in the product in satisfying consumer desires. This is because consumer decisions in purchasing a product are influenced by the performance of the product itself in fulfilling consumer desires. Therefore, there is not enough information on consumer behavior in consuming shrimp rota crackers that can be used by local businesses in Singkep Island to increase the sales of the product and develop their marketing strategies. Consumer behavior is the action of consumers in obtaining, consuming, and spending on products. Consumer behaviour can also be interpreted as the consumer decision-making process in purchasing a product [5-6].

The purpose of this study was to determine consumer behaviour in consuming shrimp rota crackers. The results of the study can provide information for local businesses to understand consumer needs so they can develop their marketing strategies and increase sales of the product.

2 Method

The research was conducted from June until September 2023 on Singkep Island, Lingga Regency. This location was chosen purposively because Singkep Island is a shrimp rota crackers production area. The sample was conducted using accidental sampling. Accidental sampling is sampling by taking people who are encountered during research in Singkep Island, according to predetermined criteria. The criteria for people who can be sampled were those who buy and consume shrimp rota crackers.

The sampling size was calculated using a linear time function as many of 70 respondents. According to Umar, sampling based on a linear time function is done when the population size cannot be known with certainty [7]. Data was collected from the respondent using a semi-open questionnaire and the percentage of each respondent's answer was calculated and percented.

3 Result and Discussion

3.1 Respondent Characteristic

The first characteristic of the consumer of shrimp rota crackers that was observed was the age of the consumer. Age is a characteristic that can influence consumers in making decisions [8]. Age differences will result in different tastes in the characteristics of the products offered to consumers by sellers [9]. Therefore, knowing the age of consumer products is a must for business people, in order to develop products with the taste of the consumer. The result of the study showed that 38.57% respondents of shrimp rota crackers are in the range of 17-26 years old and the minority are respondents over the age of 57 years old (Fig. 1). Respondents with a young age, generally influenced by a lifestyle that tends to favor something fast and instant to consume [10]. Meanwhile, those over 26 years old are mature in decision-making [11].

The second characteristic was the consumer's level of education. The result showed that 34.29% of respondents completed their senior high school, 7.14% of respondents did not complete their study at elementary school, and only 4.29% of the respondents did not attend school (Fig. 2). According to Sumarwan, consumers who have a better level of education will be more responsive to information [12, 17, 19]. It means that consumers with higher education will be more aware of the advantages of shrimp rota crackers compared to consumers with lower education.

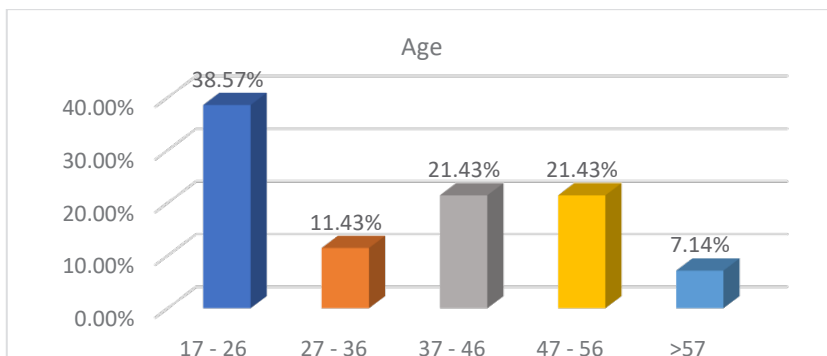


Fig. 1. Age of Respondent.

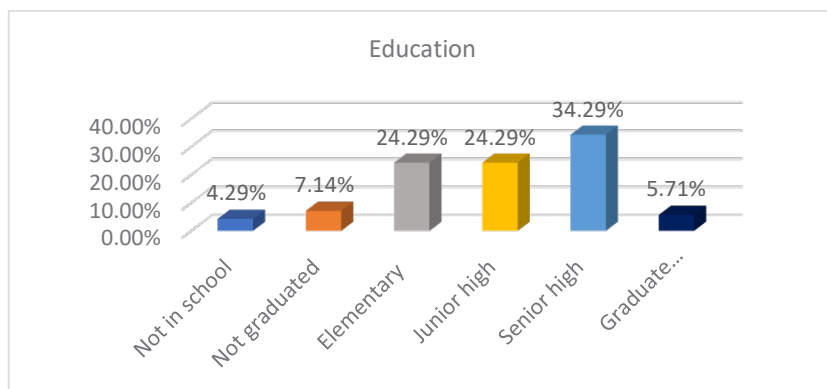


Fig. 2. Education of Respondent.

The third characteristics of the consumer that was observed is the activity of respondent. The result of the study showed that 27.14% of the respondents were housewives and 15.71% was a student (Fig. 3). Housewives have a great responsibility in their households, as they usually organize the food needs for their husband, children, and other family members. Meanwhile, students like to buy shrimp rota crackers because they like to have snacks while studying and also when hanging out with friends. Other consumer who likes to consume this cracker are employees, both those who work as government employees or private sector.

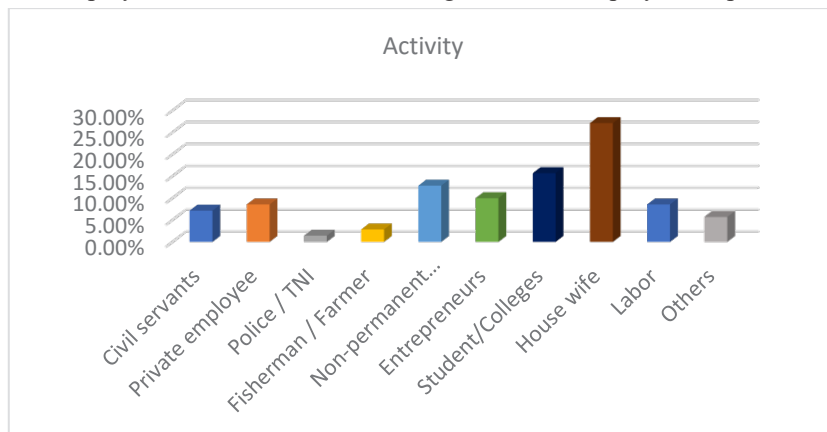


Fig. 3. Activities of the Respondent Shrimp Rota Crackers.

The result study also showed that most of respondent shrimp rota crackers earn less than one million rupiahs, and 22.14% of respondents have income levels between 1-2 billion rupiahs. and only 1.43% earn up to 4-5 million rupiahs. (Fig 4). According to Curatman (2010), household income has a huge influence on consumption levels [9, 13, 18]. Based on this information, shrimp rota cracker producers have to pay attention to the price of the crackers, so the selling price of rota crackers can be affordable by their consumers.

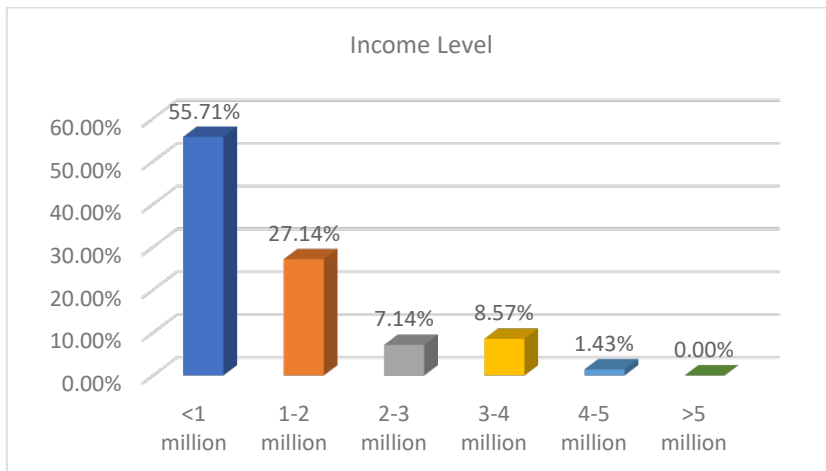


Fig. 4. Income Level of the Respondent Shrimp Rota Crackers.

3.2 Consumer Behaviour

Based on the research result, 61.43% of consumers buy the crackers for their own consumption and only 8.57% of consumer buy them as souvenirs (Fig. 5). According to Sulistyowati (2013), motivation is an impulse that arises from a person to achieve a predetermined goal to get satisfaction [14].

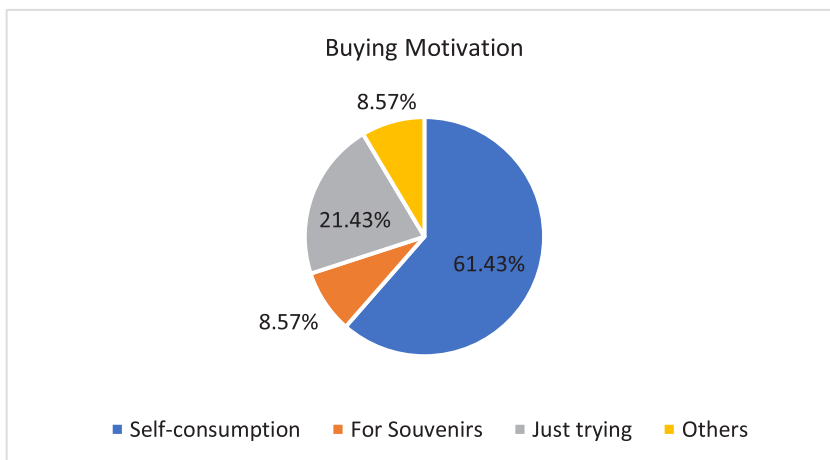


Fig. 5. Buying Motivation Shrimp Rota Crackers.

Most consumers get information about shrimp rota crackers from their relatives or friends. They obtained the information about the crackers by word of mouth. Consumer also get the information about this cracker is through exhibitions or bazaars held by the government or private sectors. And only 8.57% of consumers get information about shrimp rota crackers

from social media. This result showed that shrimp rota cracker producers still rely on the strength of friendship networks and bazaars in marketing products. The producers also have to improve their ability to use social media to promote their products, so they can increase the sale of the product.

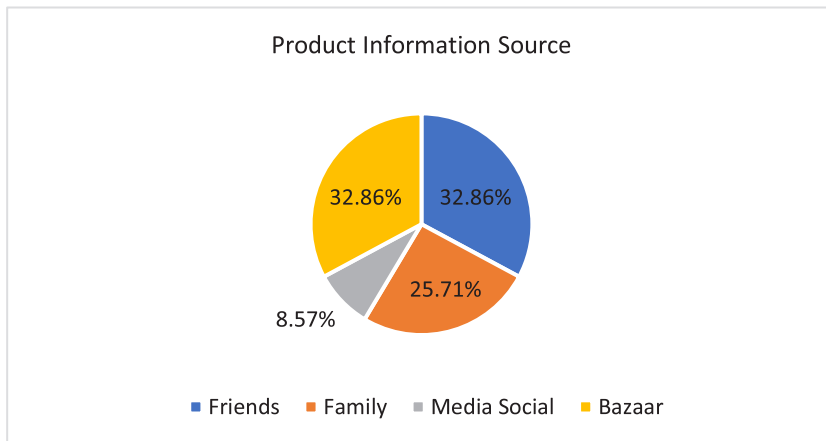


Fig. 6. Product Information Source.

Most of the respondents decide to buy the crackers with a planned buying decision (Fig. 7). According to Iskandar (2018), consumers who buy with a planned are those who have a lot of information about the product to be purchased or are used to buying the product [15]. Meanwhile, consumers who make unplanned decisions are usually because the consumer's desire to buy a product is often only felt or realized when they are at that location.

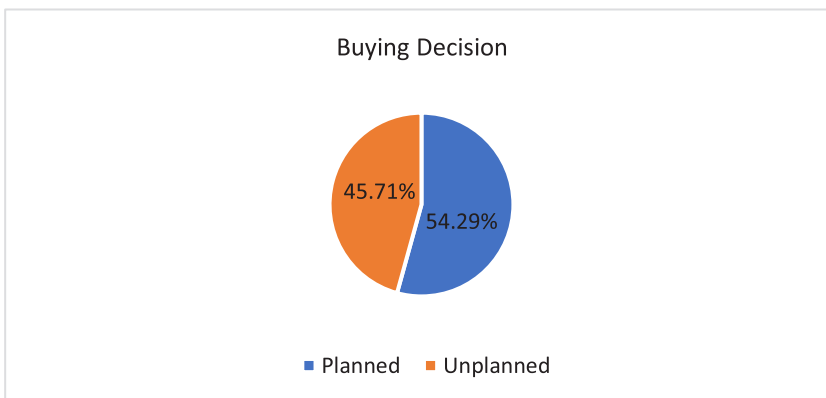


Fig. 7. Buying Decision.

Although buying decisions are made in a planned manner, the majority of consumers make purchases at indeterminate times. The results on the consumer behaviour of purchasing time can be seen in Fig. 8 where 82.86% of consumers buy crackers at an indeterminate time. Purchasing at an uncertain time means that consumers can make purchases 1) on holidays or weekdays, 2) according to the need to buy products, and 3) when they come to visit Singkep Island. The time required in this decision-making process is not the same, depending on the things that need to be considered in the buying process [16]. However, from the research result it can also be seen that 8.57% of consumer buy the crackers every day.

The research result also showed that 67.14% of consumers want to recommend the crackers to others (Fig. 9). They said that shrimp rota crackers are one of the products that

can be used as souvenirs from Singkep Island. The reason is that it tastes delicious and uses shrimp as the raw material.

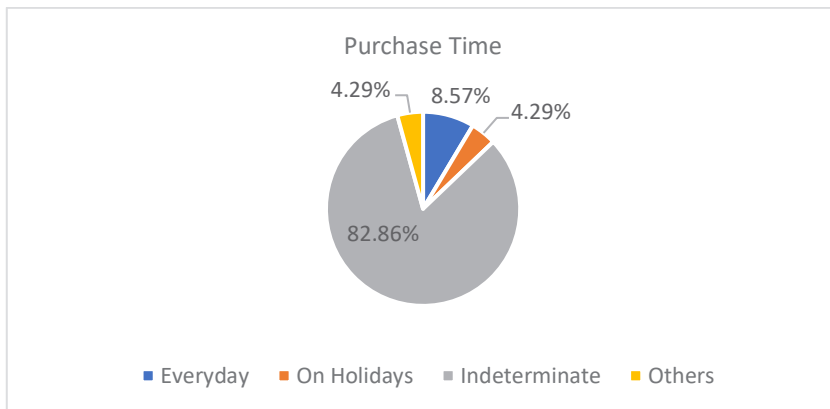


Fig. 8. Purchase Time.

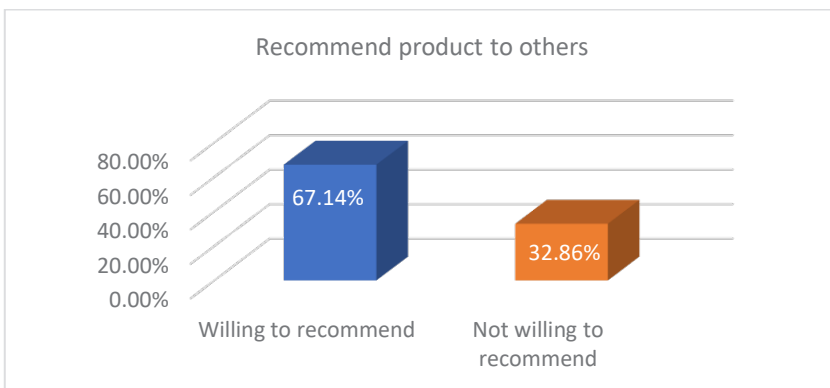


Fig. 9. Recommend the product to others.

From Fig. 10 can be seen that 67.14% of consumers said that they would like to buy this product again in the future. However, 5.71% of consumers would not make a repeat purchase of the product. Consumers said that they did not like the taste of these crackers, so they would not buy them again. Consumers that satisfied with the taste of the product, will make repeat purchases in the future [20].

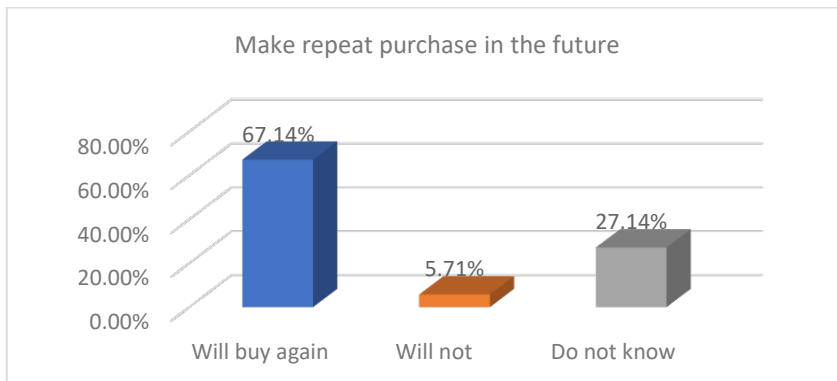


Fig. 10. Desire to make repeat purchases in the future.

4 Conclusion

The result of the study showed that consumer buys shrimp rota crackers for their own consumption, by making planned purchases but have no specific time to make purchases. Consumer obtained information about shrimp rota crackers by word of mouth from their friends, and also from bazaar/exhibition. They are also willing to recommend shrimp rota crackers to others and want to make a repeat order. From the research result also known that most of the consumer purchases crackers at indeterminate times.

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